

TO: Ms. Carrie Rubin
 FROM: Nancy O'Haire
 SUBJECT: Vending Trade Class for P.M. and Industry

DATE: June 19, 1986

Per your recent request, attached is the vending trade class information for both Philip Morris and the Industry for 1984 and 1985. The report shows two different trade classes: tobacco vendors and full line vendors for each region.

The data is shown in the following groups:

P.M. Volume
 Percent change '85 versus '84
 Percent of P.M. sales in the vending trade class
 Share of Market
 Industry Volume
 Percent change '85 versus '84
 Percent of sales in the vending trade class.

---SUMMARY TABLE---
 TOTAL VENDING (3P & 3Q)

	<u>1984</u>	<u>1985</u>	<u>Change</u>
P.M. Volume	4,773	4,525	- 5.2%
% of Total	2.25	2.12	- .13
Industry Volume	11,826	11,270	- 4.7%
% of Total	1.97	1.90	- .07
P.M.'s Share of Total Ind. Volume	40.36	40.15	- .21

Sales for both Industry and Philip Morris in both of these trade classes is declining in all areas with the exception of Region 4.

- Total vending represents a larger portion of P.M.'s sales than of Industry's sales.
- P.M.'s vending volume is declining faster than Total Industry.

P.M.'s total vending volume for 1982 and 1983 is 4,906 and 4,418 respectively, but Industry data is not available.

Please let me know if you need any further information.

No'H/lj
 attachment

cc - R. Anise
 G. E. Cofield
 A. Goldfarb

D. Miller
 B. O'Brien
 B. S. G. Weinstein
 J. N. Zoler

N. O'Haire

2061558087

VENDING VOLUME/SHARE HISTORY

	PHILIP MORRIS DEC 1984 VOLUME	PHILIP MORRIS DEC 1985 VOLUME	PHILIP MORRIS % CHANGE	PHILIP MORRIS DEC 1984 % OF U.S.	PHILIP MORRIS DEC 1985 % OF U.S.	PHILIP MORRIS DEC 1984 SHARE	PHILIP MORRIS DEC 1985 SHARE
3P TOBACCO VENDOR	1418	1267	-10.7	0.67	0.59	41.71	41.45
R1 3P TOBACCO VENDOR	271	258	-4.6	0.13	0.12	50.55	53.01
R2 3P TOBACCO VENDOR	389	360	-7.4	0.18	0.17	35.32	34.12
R3 3P TOBACCO VENDOR	244	179	-26.8	0.12	0.08	43.80	42.69
R4 3P TOBACCO VENDOR	98	105	7.2	0.05	0.05	37.98	40.50
R5 3P TOBACCO VENDOR	301	262	-13.0	0.14	0.12	41.22	40.55
R7 3P TOBACCO VENDOR	90	80	-11.6	0.04	0.04	55.31	56.74
3Q FULL LINE VENDOR	3354	3258	-2.9	1.58	1.53	39.81	39.67
R1 3Q FULL LINE VENDOR	419	349	-16.7	0.20	0.16	45.70	47.04
R2 3Q FULL LINE VENDOR	430	420	-2.3	0.20	0.20	36.26	37.71
R3 3Q FULL LINE VENDOR	168	155	-7.8	0.08	0.07	32.45	33.13
R4 3Q FULL LINE VENDOR	1078	1160	7.7	0.51	0.54	31.91	32.60
R5 3Q FULL LINE VENDOR	179	151	-15.4	0.08	0.07	47.88	46.20
R6 3Q FULL LINE VENDOR	293	284	-3.0	0.14	0.13	51.14	51.16
R7 3Q FULL LINE VENDOR	788	738	-6.2	0.37	0.35	53.25	51.01
TOTAL	4773	4525	-5.2	2.25	2.12	40.36	40.15

880895190Z

VENDING VOLUME/SHARE HISTORY

	TOTAL INDUSTRY DEC 1984 VOLUME	TOTAL INDUSTRY DEC 1985 VOLUME	TOTAL INDUSTRY % CHANGE	TOTAL INDUSTRY DEC 1984 % OF U.S.	TOTAL INDUSTRY DEC 1985 % OF U.S.
3P TOBACCO VENDOR	3401	3057	-10.1	0.57	0.51
R1 3P TOBACCO VENDOR	536	487	-9.1	0.09	0.08
R2 3P TOBACCO VENDOR	1101	1055	-4.2	0.18	0.18
R3 3P TOBACCO VENDOR	558	419	-24.9	0.09	0.07
R4 3P TOBACCO VENDOR	257	259	0.5	0.04	0.04
R5 3P TOBACCO VENDOR	731	646	-11.5	0.12	0.11
R7 3P TOBACCO VENDOR	163	140	-13.9	0.03	0.02
3Q FULL LINE VENDOR	8425	8213	-2.5	1.40	1.38
R1 3Q FULL LINE VENDOR	917	742	-19.1	0.15	0.12
R2 3Q FULL LINE VENDOR	1187	1115	-6.1	0.20	0.19
R3 3Q FULL LINE VENDOR	518	468	-9.7	0.09	0.08
R4 3Q FULL LINE VENDOR	3379	3560	5.4	0.56	0.60
R5 3Q FULL LINE VENDOR	373	327	-12.4	0.06	0.05
R6 3Q FULL LINE VENDOR	572	554	-3.1	0.10	0.09
R7 3Q FULL LINE VENDOR	1479	1448	-2.1	0.25	0.24
TOTAL	11826	11270	-4.7	1.97	1.90

6808SS190Z